Platform and Program Presentation

Mario GHARIB, Team Leader—Center for Digital Innovation & AI **at Saint Joseph University of Beirut**

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Tue 5/26/2026 11:31

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Find your way around



Browse through activities and track your progress.

Got it

...rship in Time of Crisis / SE.TC

More

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...important information are shared.

Forum of discussion
A place to post questions, share insights, and connect with fellow learners at any point in your learning journey.

Module 1: The Essence of Social Entrepreneurship

5 resources, 3 activities, and Capstone Project—Part1
Sequential unlocking

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Social Entrepreneurship in Time of Crisis / SE.TC MOOC

Course Grades Activities More

You are enrolled in the course.

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A place where course updates and important information are shared.

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Certificat

Students' Projects

The is the last part before earning your certificate in which we have included three students' projects.

Not available unless: The activity **M6 - Capstone Project—Part5** is marked complete

Certificat

Show less

Not available unless:

- The activity **M1 - Capstone Project—Part1** is marked complete
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- The activity **M3 - Capstone Project—Part3** is marked complete
- The activity **M5 - Capstone Project—Part4** is marked complete
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- The activity **Student Project 03 - Skill Forward** is marked complete

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Social Entrepreneurship in Time of Crisis / Module 1: The Essence of Social Entrepreneurship

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Introduction:

The aim of this module is to introduce to the learner the definition of Social Entrepreneurship, its various profiles and differences between others enterprise types, and to provide an overview of social entrepreneurship and its role in fostering social change.

Learning Outcomes:

- Understand the main features, the origin and the profiles of Social Enterprises
- Identify the main elements of the Social Enterprise spectrum
- Be aware of best practices and worst-case scenarios of Social Enterprises to face social needs
- Become more effective in maximizing social impact rather than economic profit

Instructions:

- For this module there are five videos, one non-graded activity, two graded activities, and Part1 of the Capstone Project.
- To pass to the next module, you should watch the videos, complete the non-graded activities, score at least 80% for all graded activities, and complete Part1 of the Capstone Project (i.e. develop the scope and objectives of your social enterprise project).

References:

1. Méndez-Picazo, M.-T., Galindo-Martín, M.-A., & Castaño-Martínez, M.-S. (2021). Effects of sociocultural and

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M1-S1 - Introduction to Social entrepreneurship
Video • 5 min
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M1 - MiniTest1
Quiz • 4 min
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M1-S2 - Commercial Enterprise versus Social Enterprise
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Video • 2 min

Completion requirements:

✓ **Done:** View



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✓ **Done:** View

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Grading method: Highest grade

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Flag question

This quiz is based on the video *"M1-YT - Blake Mycoskie on the Mission Behind TOMS."* It includes **four open-ended questions**. The quiz is **not graded**, and you may **attempt it multiple times**. There is **no time limit** for completing your responses.

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What makes his business impactful?

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Question 1
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What makes his business impactful?

TOMS built giving directly into the purchase itself — the One for One model. Every pair sold funded a pair donated to a child in need, so the customer's everyday buying decision created social impact without needing to donate separately.

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Question 2

Answer saved

Flag question

Do you think that this type of Business is profitable?

Yes, when done well. TOMS scaled to roughly $700 million in value at its peak. Cause-driven models like this can be profitable because they build strong brand loyalty and differentiate in crowded markets, but they also carry risks: margins get squeezed by the "give" side, and the model depends on sustained emotional connection with customers rather than just product quality

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What products or services is he selling?

Originally simple canvas slip-on shoes, later expanded into eyewear, coffee, and bags — all under the same one-for-one giving structure.

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Which needs did Blake Mycoskie identify?

Two needs at once — practical and commercial:
A humanitarian need: children in developing countries (he saw this in Argentina) lacking basic footwear, which affects health and school access.
A market need: consumers wanting to feel good about their purchases, giving him a way to turn goodwill into a business rather than pure charity.

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3	Answer saved
4	Answer saved

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Submit all and finish

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Status	Finished
Started	Thursday, 17 September 2026, 12:36 PM
Completed	Thursday, 17 September 2026, 12:43 PM
Duration	7 mins 7 secs

Information

Flag question

This quiz is based on the video *"M1-YT - Blake Mycoskie on the Mission Behind TOMS."* It includes **four open-ended questions**. The quiz is **not graded**, and you may **attempt it multiple times**. There is **no time limit** for completing your responses.

Question **1**

Complete

Flag question

What makes his business impactful?

TOMS built giving directly into the purchase itself — the One for One model. Every pair sold funded a pair donated to a child in need, so the customer's everyday buying decision created social impact without needing to donate separately.

Question **2**

Do you think that this type of Business is profitable?

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Introduction to Social Entrepreneurship

What are the Main Characteristics of Social Entrepreneurs?



Fourth, optimism — they see opportunities where others see obstacles, inspiring hope in others.

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Done

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- View
- Receive a grade
- Receive a passing grade

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Quiz • 4 min

Completion requirements:

- ✓ **Done:** View
- Receive a grade
- Receive a passing grade

Attempt quiz

Grading method: Highest grade

Grade to pass: 80.00 out of 100.00

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Flag question

This quiz is based on the video *"M1-S1 - Introduction to Social Entrepreneurship."* It includes **three multiple-choice questions**. The quiz is **graded**, and you may **attempt it multiple times**. Your **highest score** will be recorded as your final grade. There is **no time limit** for completing the quiz. **Passing Grade is 80%.**

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Not yet answered

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Which of the following is not one of the six main characteristics of a social enterprise?

- Empowerment of stakeholders
- Innovation that challenges conventional approaches
- Focus on maximizing short-term financial gains
- Scalability to increase reach and impact

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Which of the following is not one of the six main characteristics of a social enterprise?

- Empowerment of stakeholders
- Innovation that challenges conventional approaches
- Focus on maximizing short-term financial gains
- Scalability to increase reach and impact

Clear my choice

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Question 2

Not yet answered

Flag question

Which of the following is not one of the six main characteristics of a social enterprise?

- Sustainability
- Profit Maximization
- Innovation
- Empowerment

Clear my choice

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Question 3

Not yet answered

Flag question

Which of the following is not a characteristic or role of social enterprises as presented?

- Promoting ethical and responsible business models
- Maximizing shareholder profit at all costs
- Innovating public services and boosting local economies
- Encouraging inclusive cooperation

Clear my choice

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